



PEOPLE FOR
PSEO

Expanding Opportunities

2023 ANNUAL REPORT



OUR MISSION

People for PSEO is a youth-led nonprofit organization whose mission to promote, defend, and expand opportunities for high school students through Minnesota's PSEO program. To accomplish this mission, we share PSEO information, identify and lower barriers to PSEO enrollment, and create PSEO communities across the state.

This is our third annual report and we are excited to show you our growth! We envision a vibrant, diverse, and growing PSEO program across Minnesota where PSEO students feel promoted, defended, and celebrated.

This report contains information about:

- President's Report
- Family Outreach
- Research and Policy
- Finances
- Long-term PPSEO Strategic Plan
- Thank you to our donors!

We are for PSEO students, by PSEO students. Join us!

Warmly,

Zeke Jackson,
Executive Director

Jonah Martinez,
President





2023 has been a pivotal year for People for PSEO. Despite our difficulties at the legislature this spring, we've pulled ahead and focused on developing our strengths as an organization - student outreach and the promotion of PSEO across all Minnesota communities. Now as we look ahead to 2024, we hope to become the go-to authority on dual enrollment solutions, connecting prospective students and colleges together.

With a full time Executive Director, lobbyist resources, increased funding, and a slate of new board members we have never been in a stronger position to achieve our mission and vision - that People for PSEO exists to promote, defend, and expand opportunities for PSEO students. Our plans for 2024 are to grow our reach to more students, grow our financial resources, and to make a decisive impact at the state legislature.

I'd like to give a tremendous thanks to our staff, student volunteers, members of the board of directors, our members, and donors. Your support allows us to work towards a more equitable and prosperous future.

Sincerely,
Jonah Martinez
President of People for PSEO

Goals for 2023-2024

- Advocate for improvements to PSEO state law in 2024
- Develop a PSEO pilot program with a college facilitated by PPSEO
- Expand our outreach to students and colleges across Greater Minnesota
- Produce additional research to further our mission of expanding and improving PSEO
- And more!

2023 Committee Activities and Goals

Legislative + Policy

- Retained Lobbyists at Christopherson Advocates, and have tirelessly worked to maintain relationships with key lawmakers in the State Legislature
- Working for success in the 2024 legislative session to pass our Fiscal and non-fiscal bills



Student + Membership

- Added 166 new members, organized our monthly newsletter to boost outreach and member engagement
- Working to expand student engagement throughout Minnesota and establish a larger network of volunteers



Finance

- Raised \$86,500 in revenue through fellowships and operational grants; improved tools to speed up grant applications
- Working to develop a dedicated grant-applications subcommittee with staff and volunteers



Communications

- Promoted and grew our reach on TikTok, LinkedIn, and Instagram
- Working to promote of our legislative agenda through grassroots social media activism

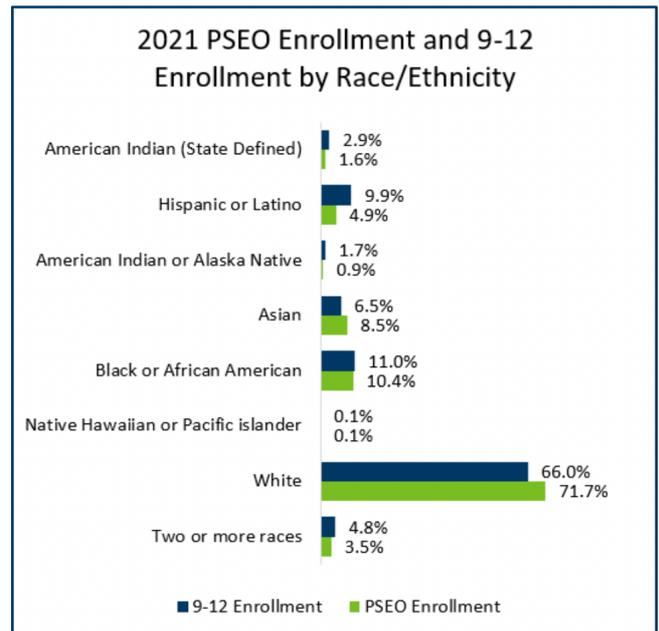


Operational Goals for 2024

- Improve committee attendance and engagement
- Raise \$50k in operational funding to expand committee capabilities
- Investing more in the development of our board members
- Grow our volunteer network across Greater Minnesota to allow for more outreach

A key piece of our work is sharing information about the PSEO program with students, families, and educators across the state. People for PSEO is committed to breaking down racial disparities to accessing to the PSEO program. Our outreach efforts primarily serve students underrepresented in the PSEO program.

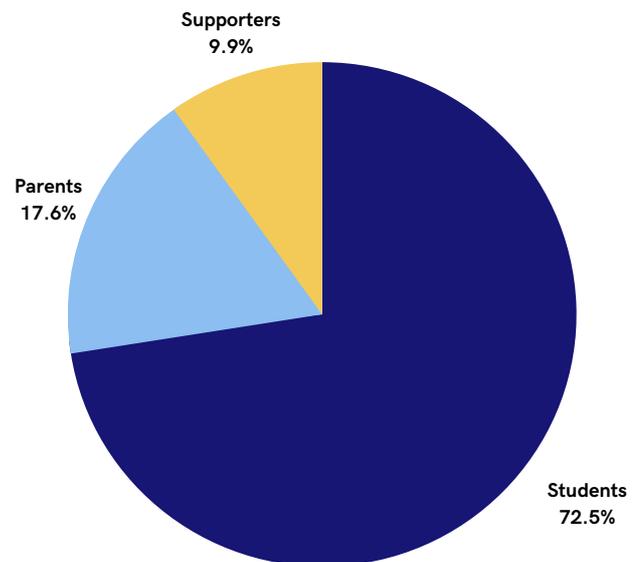
According to the MDE 2023 Rigorous Course-Taking Report, American Indian and Hispanic/Latino students have the lowest PSEO enrollment proportional to their overall enrollment in public schools grades 9-12. This is the most recent publicly available data on PSEO enrollment.



MDE 2023 Rigorous Course-Taking Report

Outreach Breakdown

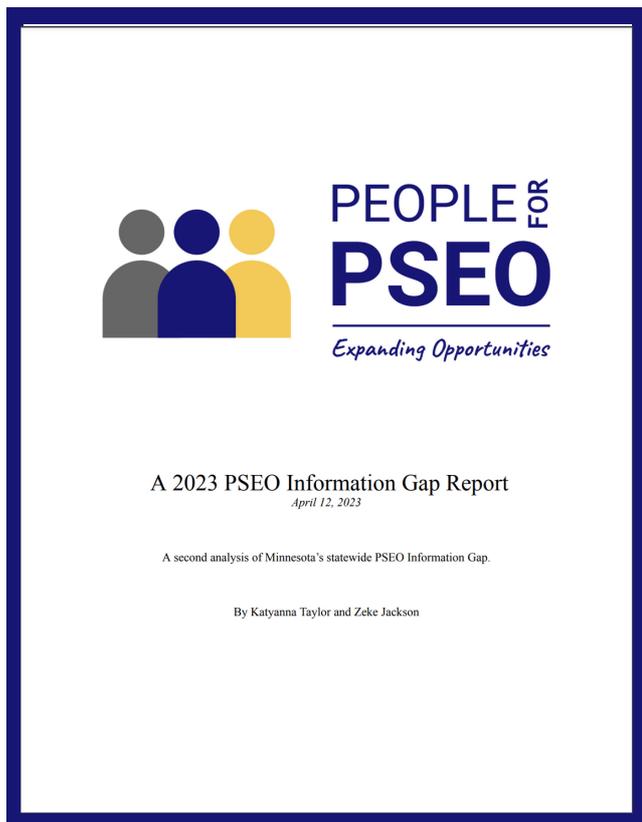
2,583
students, parents,
and supporters
reached in-person!



Between November 2022 and October 2023 we reached 2,583 students, parents, and communities members! This outreach took place across 103 outreach events consisting of 73 presentations at middle schools and high schools, 4 online events, 12 tabling events, and 14 events in partnership with other nonprofit organizations serving students and families of color.

“
Presenter was very clearly prepared and had so much great information!
”

“
The presentation was applicable to students' needs and carefully explained each of the available [dual credit] options.
”



2023 INFORMATION GAP REPORT

Under PSEO state law, school districts are required to provide up-to-date information about the PSEO program on their websites. In April 2023, we released a 19-page report that measures the quality of PSEO information provided on websites as required by this state law. We found that only 42% of the 390 websites studied contained the MDE-recommended PSEO language. In addition, we found 42 websites that provided inaccurate information about the PSEO program and we were unable to find any PSEO information on 46 school websites.

Special thanks to our 7 volunteers who helped with the data collection process and to the Civic Affairs Trust whose support enabled this publication!

Changes to PSEO state law are needed

There are many changes to PSEO state law that must happen before the program can be effectively used by Minnesota as a tool for closing opportunity gaps and decreasing the costs of college. We will continue to advocate for common-sense changes to PSEO law, including:

1. Eliminating the "college gag rule" that prevents colleges from advertising the financial benefits of the PSEO program
2. Closing PSEO enrollment reporting loopholes that results in an undercount of up to 50% of all PSEO students each year
3. Increasing transportation funding for low-income PSEO students from 15 cents per mile to the IRS Business Standard Travel Rates (this piece of law hasn't been changed since 1985 when the PSEO program was first created)
4. Adding new funding for so that PSEO students who are eligible for free-and-reduced priced meals at their high school can eat on their college campus

To get involved with our advocacy efforts, please contact us at www.peopleforpseo.org/contact.



TOP SPONSORS

- Bellwether Education Partners, Inc
- Otto Bremer Trust
- Civic Affairs Trust
- Saint Paul and Minnesota Foundation
- The Morning Foundation

Finance Report

Over the past year, our biggest expense category consisted of staff payroll at 74% of total expenses. This was followed by contract services expenses at 20%, operational overhead expenses at 5%, and Board expenses at 1%.

Expense Ratios YOY

Year	2022	2023
Staff Payroll	76%	74%
Contractors	18%	20%
Operations	5%	5%
Board	1%	1%

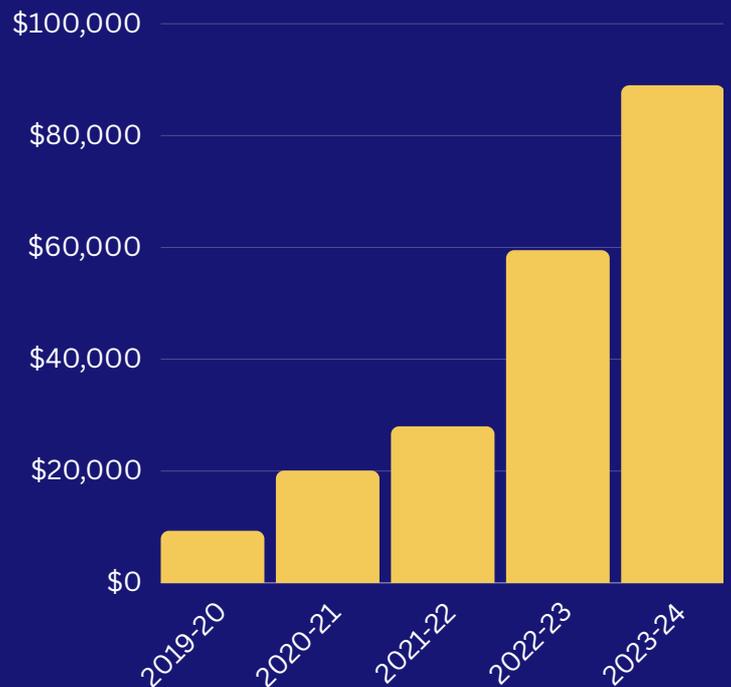
All of our efforts, from outreach to research to advocacy, require substantial time and commitment. In order to sustain our mission for a fair and accessible PSEO for many years to come, please donate to us today via our donation page.

www.peopleforpseo.org/donate



Budget Growth

We have a budget of \$89,000 for the 2023-2024 school year, a 50% increase over last year. We are excited to work hard this year for students and for the contributors to our mission!



THANK YOU!

Thank you for your past and current support!

Aaliyah Hodge
Beth Bowman
Bellwether Education Partners
Bryan Rossi
Carl Schroeder
Civic Affairs Trust
Connie Levi/Rancho Santa Fe Foundation
Georgia Heller Duncan and Mel Duncan
Joan Little
Joe Nathan
Linda Slocum
Morning Foundation
Noel Schenker
Otto Bremer Trust
Patti Haasch
Philip Jemielita
Rich and Liz Schiferl
Robert Shumer
Saint Paul and Minnesota Foundation
Scott Coenen
Susan Sattel
Ted Kolderie
Tom Hegrans
Tracy Quarnstrom
Zeke Jackson



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Your name could be here, too! Go to peopleforpseo.org/donate to support our mission.